



2020 – Sponsorship Annual Packages
Includes “ProductCamp” in Spring and Fall Event

Benefits	Platinum	Gold	Silver
	\$4,000/yr	\$2,000/yr	\$500/yr
ProductCamp – Spring Event benefits [Date: April, 2020]			
3-minute company presentation at the beginning of the event	X		
Ability to have a booth (table) in the Sponsor area during the event	X	X	
Sponsor logo/banner in Breakout Session rooms (Bring your own)	X	X	
Sponsor slide in all speaker PowerPoint presentations	X	X	X
Sponsor logo on Event Banner	Large	Medium	Small
Sponsor logo on t-shirts	Large	Small	
Ability to provide promotional literature or swag for distribution to all attendees (included in conference bags)	up to 5 Items	up to 3 Items	up to 1 Item
Ability to provide raffle prizes	X	X	X
Additional promotional opportunities (Choose one only, first come first serve)	X		
<i>Breakfast Sponsor</i>			
<i>Name Tag Sponsor (Bring our own)</i>			
<i>Lanyard Sponsor (Bring your own)</i>			
<i>Awards Ceremony Sponsor</i>			
Email & Social Media benefits			
Sponsored email to ProductCamp Dallas mailing list (1x per quarter)	X		
ProductCamp Dallas website: Short paragraph to introduce company	X	X	
ProductCamp Dallas website: Logo & Link	X	X	X
Sponsor logo & link in pre-and-post event emails	X	X	
Sponsor name & link in pre-and-post event emails			X
Thank you note to Sponsors (Twitter, LinkedIn) before and post event	X	X	

Please contact us at sponsorship@productcampdallas.org

Customized Sponsor message (call to action) before, during, and post event	X		
Fall Event benefits [Date: TBD]			
2-minute long company presentation at the beginning of the event	X		
Sponsor logo & link in pre-and-post event emails	X	X	
Sponsor name & link in pre-and-post event emails			X
Sponsor logo by appetizer and drink areas	X		
Provide promotional literature or swag for distribution to all attendees	X	X	

Alternative/Additional Sponsorship Opportunities for ProductCamp event

Exclusive Lunch Sponsorship – \$1000

- Sponsor mention on event registration site and during event
- Signage with logo and placement in lunch serving area

Exclusive Happy Hour Sponsorship - \$1000

- Sponsor company mention on event registration site
- Signage with logo and placement in Happy Hour area

Why we need your support

ProductCamp Dallas is a nonprofit organization run by a small group of individuals who want to make a difference in the product community in Dallas. And because Product Camp is a free event for attendees, we are looking to partner with companies like you to sponsor our events. We strive to bring together Product folks in the greater DFW twice a year: Once in the Spring via the renown ProductCamp “Unconference” and the other in our Fall event (e.g. in 2019 we hosted a fireside chat/panel discussion with the theme “Oh User, Where Art Thou”). Our events are completely free to our attendees, but unfortunately the cost associated with putting together two large events a year is not: *This is where you come in!* Please help support our events and position yourself as a leader and advocate in the DFW product community. We look forward to hearing from you soon.

About our events

Spring Event: *ProductCamp*

ProductCamp is a day-long completely free “Unconference” event for Product Managers, Product Marketing Managers and Product Owners. It is a participant-driven, collaborative conference on topics related to product management, strategy, and marketing. This unconference is organized in cities all over the world and has an average attendee of 500-600 professionals.

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Fall Event

For our fall events, we partner with ProductTank DFW to have panel discussions with top product leaders in DFW. The theme of each event changes but here's an idea of our last 2 fall events.

2019 - Oh User, Where Art Thou?

<https://productcampdallas.org/events/oh-user/>

2018 - Recipes for Product Success

<https://productcampdallas.org/events/recipes-for-product-success/>

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